



**FOR IMMEDIATE RELEASE**

**Media Contact: Anne Lardner**  
**972-258-3041**  
**[AnneL@ppai.org](mailto:AnneL@ppai.org)**

### **PPAI ACCEPTING VOLUNTEER LEADER APPLICATIONS**

**Irving, Texas, (June 18, 2008) Promotional Products Association International (PPAI)** is now accepting volunteer leader applications for committee volunteers and advisory council membership. As a nonprofit trade association, PPAI is driven by its members and their loyalty to the promotional products industry. The Association-wide mission to “lead the industry by expanding the market, providing indispensable products and services and enhancing professionalism and success of the members” is carried out in great part by the members themselves.

There are 13 standing committees, each comprised of nine members. Each committee has a chair, a board vice chair, board liaison and a PPAI staff liaison. In addition, committees have advisory council members who share the same responsibility as committee members but without a vote on committee business items.

A committee volunteer can choose one of the 13 committees and is required to serve a three-year term. They must also commit to attending two annual meetings held during The PPAI Expo and PROMOTIONS EAST. An advisory council member can serve on multiple councils concurrently and must attend one meeting of any committee during the year. Advisory council members are also responsible for providing support for committee chairs and staff when necessary.

The first step for being considered for a committee is to download and fill out a volunteer leadership participation form found at [www.ppai.org](http://www.ppai.org). Completed volunteer forms are sent to the Leadership Advisory Committee for review and evaluation, then sent to the Board Chair-Elect, who ultimately selects new committee members each fall. Those not selected as voting members of a committee may be placed on an advisory council. Advisory council members who remain involved are often selected to fill available committee seats.

If you are new to the Association or looking to learn more about volunteering, then advisory council membership is right for you. While you have no vote on committee affairs, it gives you insight into the committee structure and is a great way to get started as a volunteer. For more information, contact Lisa Beck at 972-258-3069 or [LisaB@ppai.org](mailto:LisaB@ppai.org).

Promotional products are an essential element in the marketing mix. Adding your message to a tangible product turns an ordinary message into a marketing experience your audience can see, touch, hear, smell and even taste. Promotional products are the only way to make a sensible—and memorable—impression. For more information about Promotional Products Association International (PPAI) or to learn more about the proven power of promotional products (including

research and case studies), visit the PPAI website at [www.ppai.org](http://www.ppai.org) or contact PPAI at 972-258-3041 or [PR@ppai.org](mailto:PR@ppai.org).

PPAI—the promotional products industry’s only international not-for-profit trade association—offers education, tradeshow, business products and services, mentoring, technology and legislative support to its more than 7,500 global members. Promotional products are more than a \$19.4 billion industry and include wearables, writing instruments, calendars, drinkware and many other items, usually imprinted with a company’s name, logo or message. PPAI created and maintains the UPIC (Universal Promotional Identification Code), the industry’s only free identification system and universal company database.

###